

**ORDER****Orders**

Order / Rev: 435410

Alt Order #:

Product Desc: Est. 4762 11/5-11/8

Estimate: 4762

Flight Dates: 11/05/16 - 11/08/16

Original Date / Rev: 11/04/16 / 11/04/16

Order Type: GENERAL

Primary AE:

Sales Office:

Sales Region:

Carolina Patino

MCGPH

National

**Agency**

Name: Media Financial Services

Buying Contact:

Billing Contact:

1675 Palm Beach Lakes Blvd.

West Palm Beach, FL 33401

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

Cash

Broadcast

WEEKLY

15%

**Advertiser**

Name: Latino Victory Project

Demographic: A18-49

Product Codes: PL2 - Issues/Propositions

Priority: P-3

Revenue Codes: AGY, POL, ISS

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Unit Code:

00:30:00

General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/31/16	11/06/16	12	\$3,000.00	\$2,550.00
11/07/16	11/13/16	10	\$4,200.00	\$3,570.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2016	22	\$7,200.00	\$6,120.00	0.00
Totals	22	\$7,200.00	\$6,120.00	0.00

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Carolina Patino			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WCMQ	11/05/16	11/06/16	6a-7p M-SU 6a-7p SA-SU	CM	6a-7p SA-SU	-----66	1:00	12	\$250.00	P-3	0.00	NM	12	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/31/16	11/06/16	-----66		12			\$250.00			0.00			
E 2	WCMQ	11/07/16	11/08/16	6a-10a M-F 6a-10a M-Tu	CM	6a-10a M-Tu	11-----	1:00	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	11/07/16	11/13/16	11-----		2			\$600.00			0.00			
E 3	WCMQ	11/07/16	11/07/16	10a-3p M-F 10a-3p M	CM	10a-3p M	M-----	1:00	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	11/07/16	11/13/16	M-----		3			\$400.00			0.00			
E 4	WCMQ	11/07/16	11/07/16	3p-7p M-F 3p-7p M	CM	3p-7p M	M-----	1:00	3	\$500.00	P-3	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	11/07/16	11/13/16	M-----		3			\$500.00			0.00			
E 5	WCMQ	11/07/16	11/07/16	7p-12a M-F 7p-12a M	CM	7p-12a M	M-----	1:00	2	\$150.00	P-3	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	11/07/16	11/13/16	M-----		2			\$150.00			0.00			
													Totals	22	\$7,200.00

**Carolina Patino (Miami)**

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**From:** message\_bot@radioexchange.com  
**Sent:** Friday, November 04, 2016 7:59 AM  
**To:** Evelyn Jose (New York); Barry J. Fischer (Corporate); Leonel Fong (Miami); Carolina Santamarina (Miami); Carolina Patino (Miami)  
**Subject:** WCMQ-FM has received a NEW order - Latino Victory Project

**You have received a New Network order from RadioExchange.**

Station: WCMQ-FM

Order #: 3139003

Contract #: 4291178

Flight: 11/5/2016-11/13/2016

Total Dollars/Spots: \$7,200.00/22

Advertiser: Latino Victory Project

Product: est.4762

Salesperson: Roger Rafson

Phone: 412 421 2600

Office: PHILADELPHIA

Comment: This is a new order. Please confirm in Radio Exchange or to [joyce.vordenbaum@genmediapartners.com](mailto:joyce.vordenbaum@genmediapartners.com).

**PLEASE CLICK HERE AND LOGIN TO RADIO EXCHANGE TO GET YOUR ORDER OR GO TO <https://www.radioexchange.com>**

<b>STATION:</b>	WCMQ-FM	<b>ORDER#:</b> 3139003	<b>DATE:</b> 11/04/2016
<b>MARKET:</b>	Miami-Ft. Lauderdale-Hollywood, FL	<b>AMOUNT:</b> \$7,200.00	<b>AGENCY:</b> MEDIA FINANCIAL SERVICES
<b>REP:</b>	McGavren Guild Media	<b>SPOTS:</b> 22	1675 Palm Beach Lakes Blvd SUITE 1000 WEST PALM BEACH, FL 33401
<b>MOD:</b>	Stn Ver: 1 Last:		
<b>SALES OFFICE:</b>	PHILADELPHIA	<b>SLS PH:</b> 412 421 2600	
<b>SALESPERSON:</b>	Roger Rafson	<b>SLS FAX:</b> 412 421 6001	
<b>SLS EMAIL:</b>	Roger.Rafson@GenMediaPartners.com		
<b>AGENCY:</b>	MEDIA FINANCIAL SERVICES	<b>AGY CLI:</b>	<b>CONTRACT # FOR INVOICING 4291178</b>
<b>ADVERTISER:</b>	Latino Victory Project	<b>AGY PRD:</b>	<b>INVOICE:</b> MEDIA FINANCIAL SERVICES
<b>PRODUCT:</b>	est.4762	<b>AGY EST:</b> 4762	1675 Palm Beach Lakes Blvd SUITE 1000 WEST PALM BEACH, FL 33401
<b>FLIGHT:</b>	11-05-2016 TO 11-13-2016	[X]Unwired [ ]Spot [ ]Mod	
<b>TOT # OF DAYS:</b>	4		
<b>PRIM. DEMO:</b>	Adults 35+	[X]Cash [ ]Trade	
<b>SEC. DEMO:</b>		<b>SPOT TYPE:</b>	<b>LAST SENT:</b> 11/04/2016 06:52

#### COMMENTS

[Rep Comment] 11/04/2016: This is a new order. Please confirm in Radio Exchange or to joyce.vordenbaum@genmediapartners.com.

**THIS IS AN UNWIRED NETWORK ORDER. SEND AFFIDAVITS TO MFS AT THE ADDRESS ABOVE OR ELECTRONICALLY BY THE 3RD OF THE MTH AFTER THE BROADCAST MTH HAS AIRED AS BILLING BEGINS AT MONTH'S END. MFS ELECTRONIC INVOICES: RADIOINVOICES.COM: RI12580 OR 9912580; MARKETRON: 120873; EMEDIATRADE: EMT10263.**

**ONLY UPON PAYMENT FROM THE AGY WILL MFS REMIT TO STATION. PAYMENT TO STATION WILL BE PROCESSED WITHIN 7 DAYS AFTER RECEIPT FROM AGENCY.**

DAY#1		11/5/2016 To 11/5/2016						TOT \$1,500.00		TOTAL SPOTS 6	
MC	LN	DPT CD	DAYS	START	END TIME	LEN	START	STOP	SP/DY	RATE	TOTAL
	5		.....S.	6:00AM	7:00PM	60	11/5/2016	11/5/2016	6	\$250	\$1,500

DAY#2		11/6/2016 To 11/6/2016						TOT \$1,500.00		TOTAL SPOTS 6	
MC	LN	DPT CD	DAYS	START	END TIME	LEN	START	STOP	SP/DY	RATE	TOTAL
	5		.....S	6:00AM	7:00PM	60	11/6/2016	11/6/2016	6	\$250	\$1,500

<b>STATION:</b>	WCMQ-FM	<b>ORDER#:</b>	3139003	<b>DATE:</b>	11/04/2016
<b>MARKET:</b>	Miami-Ft. Lauderdale-Hollywood, FL	<b>AMOUNT:</b>	\$7,200.00	<b>AGENCY:</b>	MEDIA FINANCIAL SERVICES
<b>REP:</b>	McGavren Guild Media	<b>SPOTS:</b>	22	1675 Palm Beach Lakes Blvd SUITE 1000 WEST PALM BEACH, FL 33401	
<b>MOD:</b>	Stn Ver: 1 Last:				
<b>SALES OFFICE:</b>	PHILADELPHIA	<b>SLS PH:</b>	412 421 2600		
<b>SALESPERSON:</b>	Roger Rafson	<b>SLS FAX:</b>	412 421 6001		
<b>SLS EMAIL:</b>	Roger.Rafson@GenMediaPartners.com				
<b>AGENCY:</b>	MEDIA FINANCIAL SERVICES	<b>AGY CLI:</b>		<b>CONTRACT # FOR INVOICING 4291178</b>	
<b>ADVERTISER:</b>	Latino Victory Project	<b>AGY PRD:</b>		<b>INVOICE:</b> MEDIA FINANCIAL SERVICES	
<b>PRODUCT:</b>	est.4762	<b>AGY EST:</b>	4762	1675 Palm Beach Lakes Blvd SUITE 1000 WEST PALM BEACH, FL 33401	
<b>FLIGHT:</b>	11-05-2016 TO 11-13-2016	<input checked="" type="checkbox"/> Unwired <input type="checkbox"/> Spot <input type="checkbox"/> Mod			
<b>TOT # OF DAYS:</b>	4				
<b>PRIM. DEMO:</b>	Adults 35+	<input checked="" type="checkbox"/> Cash <input type="checkbox"/> Trade			
<b>SEC. DEMO:</b>		<b>SPOT TYPE:</b>		<b>LAST SENT:</b> 11/04/2016 06:52	

**DAY#3**                      **11/7/2016 To 11/7/2016**                      **TOT \$3,600.00**                      **TOTAL SPOTS 9**

MC	LN	DPT CD	DAYS	START	END TIME	LEN	START	STOP	SP/DY	RATE	TOTAL
	1		M.....	6:00AM	10:00AM	60	11/7/2016	11/7/2016	1	\$600	\$600
	2		M.....	10:00AM	3:00PM	60	11/7/2016	11/7/2016	3	\$400	\$1,200
	3		M.....	3:00PM	7:00PM	60	11/7/2016	11/7/2016	3	\$500	\$1,500
	4		M.....	7:00PM	12:00AM	60	11/7/2016	11/7/2016	2	\$150	\$300

**DAY#4**                      **11/8/2016 To 11/8/2016**                      **TOT \$600.00**                      **TOTAL SPOTS 1**

MC	LN	DPT CD	DAYS	START	END TIME	LEN	START	STOP	SP/DY	RATE	TOTAL
	1		.T.....	6:00AM	10:00AM	60	11/8/2016	11/8/2016	1	\$600	\$600

<b>TOTAL</b>	Nov														<b>Total</b>
<b>SPOT</b>	22														22
<b>CASH</b>	7,200.00														7,200.00
<b>TOTAL</b>	7,200.00														7,200.00

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
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I, 76 Words

do hereby request station time concerning the following issue:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

This broadcast time will be used by: \_\_\_\_\_

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."  
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**  
☒ Yes ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

Getting out the vote

I represent that the payment for the above described broadcast time has been furnished by (name and address):

Latino Victory Project: 700 14th Street NW, Washington, DC 20005

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Treasurer: Sara J. Le Brusq

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL  
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished by (name and address):

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and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):




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**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.**

***TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)***




		
Date	Signature	Contact Phone Number

***TO BE SIGNED BY STATION REPRESENTATIVE***

☐ Accepted

☐ Accepted in Part

☐ Rejected

		
Signature	Printed Name	Title



## AGREED UPON SCHEDULE

**For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance**

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Attach proposed schedule with charges (if available):**

## AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual time the rate for spots "communicating a political matter of national importance" air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that and rates for specific spots aired. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.